

**IDENTIFYING QUALITY USER SESSIONS AND DETERMINING
PRODUCT DEMAND WITH HIGH RESOLUTION CAPABILITIES**

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ABSTRACT OF THE DISCLOSURE

A session quality system collects and evaluates data from multiple user world wide web (“web”) product selection sessions and correlates the collected data with actual product purchases. The system assembles the data into a set of session profiles 10 and assigns a score to each profile that represents a relative likelihood of purchasing the product. The system matches session data collected from future product selection sessions with a master profile. A weighted average of scores based on matched master profiles provides useful product demand information. Furthermore, the system can determine product demand with varying ranges of resolution. For example, the 15 system can capture specific features of each product, such as color, audio system selections, and wheel types. Since these features can be common across multiple products, manufactures can expand their use of the high resolution product demand information.